

Every purchase of LA FRANCE
Shoes helps to build up your child's
Thrift Club Bank Account.



**Berberich's Will Start a Bank
Account For Your Child**

We have a limited number of checks for ONE DOLLAR each which we will give FREE to children of 12 years or under who come to our stores with parent or guardian and request them—no purchase is necessary.

These checks are exclusively for use as the initial deposit on Thrift Club Savings Accounts at the Continental Trust Co., 1405 G St. N. W.

The Continental Thrift Club

Is the result of an unique savings system perfected by the Continental Trust Co., 1405 G St., Berberich's, and 199 other progressive local merchants. The tiny discount checks for three cents on every even dollar—given with every cash purchase of goods for any member of the club family at the 200 Thrift Club Stores, may be deposited on Thrift Club Savings Accounts, where they receive full credit and draw 3 per cent compound interest, the same as cash.



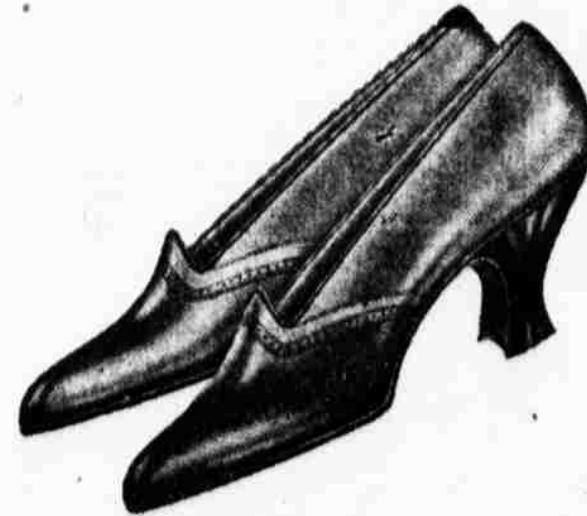
Shoes for Women

\$3.50 to \$6.00



ECONOMY, notwithstanding its importance, is only one of the many reasons why so many gentlewomen of taste invariably buy LA FRANCE Shoes. There's an abundance of style, quality and comfort in every pair—making LA FRANCE the epitome of footwear satisfaction.

The new LA FRANCE styles for Spring and Summer now being displayed at our stores include every new and wanted Fashion feature. See the dainty Colonials and Pumps of 1916, also the smart high-cut button and lace boots in white and vari-colored leathers. All sizes and widths are here.



MAIN STORE
1116-22 7th St.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

BRANCH STORE
813 Penna. Ave.